



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

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Morocco

Promotion Opportunities

Annual

2002

Approved by:

Merritt Chesley

U.S. Embassy, Rabat, Morocco

Prepared by:

Aziz Abdelali

Report Highlights:

High Value Food Products:

- USDA endorsed U.S. Food Exhibition: American Café 2003
- SAM show 2003

Poultry and Feed:

- Dawajine show 2003
-

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Rabat [MO1], MO

"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer."

Section I. FAS/W Endorsed Trade Shows

1. Title of the Event: AMERICAN CAFÉ - Casablanca 2003

2. Dates: June 2003

3. Venue: One of the best hotels in Casablanca

4. Organizer Contact Information:

Merritt Chesley, Agricultural Attache

Aziz ABDELALI, Agricultural Specialist

Phone:(212-3) 776-2265 (Ext. 2022/2024) Fax:(212-3) 776-5493

Email: AgRabat@fas.usda.gov AbdelaliA@fas.usda.gov

5. Comments:

Products: High Value American Food Product for Supermarkets, Hotels, Restaurants, and Institutional.

Target audience:

Entry to the U.S. Exhibition is strictly limited for food importers, hotel and restaurant purchasing managers, and suppliers of institutions.

The American Café consists of inviting U.S. exhibitors to come to Morocco, bring samples and brochures of their products, exhibit their products, and have individual meeting with a very targeted audience. The show is strictly for American exporters and each exporter will have its exhibition/meeting space. Before the exhibition, a market tour will be organized so that U.S. exporters can gain a good understanding of the food sale and distribution in Morocco. The upcoming free trade agreement with the U.S. should provide great opportunities for increased export of consumer food products to Morocco.

If you need additional information do not hesitate to contact us at:

Merritt Chesley, Agricultural Attache

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Section II. Other Trade Shows

ACTIVITY I

1. Title of the Event: SAM 2003 Food and Agricultural Show

2. Dates: March 2003

3. Venue:

Espace Toro
Casablanca, Morocco

4. Contact Information:

Salon de l'Alimentaire et de l'Agriculture au Maroc (SAM)
Espace Toro, Boulevard Sidi Mohamed Ben Abdellah, Casablanca, Morocco
Email: toro@connectcom.net.ma
Phone: (212-2) 294-0245/294-0263/294-0296 Fax: (212-2) 294-0222

5. Comments:

The fair gives U.S. exporters the opportunity to showcase various consumer-oriented food products to Moroccan distributors, consumers and end-users.

If you need information don't hesitate to contact:

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ACTIVITY II

1. Title of the Event: POULTRY SHOW - DAWAJINE 2003

2. Dates: June 24-26, 2003

3. Venue: ISCAE, Casablanca

4. Organizer Contact Information:

M. Chaouki Jirari; Manager
Federation Interprofessionnelle du Secteur Avicole (F.I.S.A.)
123, Boulevard Emile Zola, Casablanca, Morocco
Phone: (212-2) 231-1249/254-2488 Fax: (212-2) 244-2276
Email: fisa@iam.net.ma
Web site: www.fisa.org.ma

5. Comments:

Excellent opportunity to reach Moroccan poultry producers, feed manufacturers and feed distributors.

Because of the high visibility of this fair in Morocco, the Agricultural Attache in Rabat is planing to rent one USDA booth that can be used to display various poultry/feed related products. AgAtt encourages U.S. exporters of feed and poultry related products to send their brochures, posters, and products samples to:

Office of the Agricultural Attache
American Embassy, Rabat
PSC 74 Box 002
APO AE 09718

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